CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 22, No. 24 | Incorporating the CANADIAN MOVING PICTURE DIGEST (Founded 1915) | Toronto, June 12, 1957

AA TO RELEASE 13 IN FOUR MONTHS

'LOVE IN THE AFTERNOON' FOR JULY; WITH AUDREY HEPBURN, COOPER

Headed by Love in the Afternoon, a film which early reports place right alongside Friendly Persuasion, Allied Artists has a backlog of 13 productions which it will release between now and the end of September, it was announced last week in Hollywood by Walter Mirisch, executive producer. Two pictures are now in front of the cameras and several more are in preparation for early starts.

Love in the Afternoon, which stars Gary Cooper, Audrey Hepburn and Maurice Chevalier and was produced and directed by Billy Wilder on location in Paris, will be given its world premiere at the Egyptian Theatre in Hollywood on June 19 and will open in Canada in July. Its New York premiere will take place in the Paramount later in the summer.

Two other films in the backlog

(Continued on Page 4)

115th VV Grad Is Valedictorian

Those gathered in the Common Hall of Variety Village as guests or participants in the annual graduation ceremonies last week heard the valedictorian, Douglas Draper of Englehart, thank the members of the Variety Club "for the great school they created." The 115th

(Continued on Page 3)

Aussies Censor TV Pix, Exports

Film censorship in Australia provides an interesting contrast with that of Canada, judging from the annual report of the Commonwealth Film Censorship Board, a branch of the Department of Customs and Excise, for 1956. Chief differences: Australia censors films

(Continued on Page 2)

Friends And Associates Honor Andy Rouse

Several hundred persons, gathered at a dinner in the Club One Two, Toronto, honored Andrew Rouse following his recent promotion from assistant general manager of Theatre Confections Limited to president and general manager of General Theatre Supply Company Limited. Both are subsidiaries of Famous Players Canadian Corporation. The toastmaster was John J. Fitzgibbons, Jr., general manager of TCL.

Rouse received two presentations. The first was a cashmere jacket and the tailor, Johnny Shapiro, fitted him in humorous fashion. The second was the framed drawing which had been used to make the cover of the souvenir menu, this being handed him by the artist, Jack Boothe, with appropriate comment.

"We are very happy and proud to know that Andy Rouse has agreed to accept the great responsibility we have imposed on him—and it is a great responsibility," said R. W. Bolstad, vice-president of Famous Players. In

(Continued on Page 7)

Farewell Dinner To Jack Labow

Leading representatives of the Canadian moving picture industry tendered a farewell dinner to Jack Labow, former general manager for RKO in Canada, at the Fountain Court of the King Edward Hotel, Toronto last week. With Douglas V. Rosen, general mana-

(Continued on Page 7)

Brockington At CFA

Presentation of the Canadian Film Awards (see green panel on this page) will be made by L. W. Brockington, CMG, QC. Among those present will be Walter Herbert, Dr. J. Roby Kidd, Wm. Carroll and possibly the new NFB chief, Guy Roberge.

VARIETY NIGHT TO BE SPECTACULAR

The annual Variety baseball night on June 26, for the benefit of Variety Village, promises to be the most exciting, spectacular one in years. The Old Car Contest, sponsored by The Telegram for a $1,000 prize, is expected to attract 60 entries from all over Ontario.

Chairman Win Barron of the committee says that among the judges are Inspector Kerr of the Toronto Police Department; the Honorable James Allen, Minister of Highways; and George Jackson of the Ontario Motor League.

Meanwhile the Toronto Star is getting its Square Dance Championships, also to precede the Toronto-Columbus game, well organized and this should make a sweeping spectacle as competitors from all over the province display their dancing ability in front of the stands for the $1,000 prize.

You are urged to get your tickets right away. A sellout is hoped for and will likely occur for the first time in years. Get in touch with this office or Ed DeRocher at the Royal Alexandra Theatre.

CANADIAN UA WEEK BIGGEST YET

With a couple of weeks still to go to the start of United Artists Week in Canada, scheduled this year from June 30 to July 7, Charles S. Chaplin, Canadian general manager, reports that bookings already in exceed the record set last year. So far there are over 1,700 feature bookings in some 900 theatres and if the pace continues Chaplin expects that the UA Canadian branches will establish an all-time high for the number of features supplied and the number of theatres served in any one week in the history of the film industry in Canada.

At the end of 36 weeks of the Jim Velde Drive, which ends June 29, the results in Group 3 found the Canadian branches well up in the standing in competition with USA ones. Saint John was first, Montreal second, Vancouver fourth, Calgary seventh and Winnipeg eighth among the eleven in the group.

Paramount Canadians Hold Annual Meeting

Paramount's Canadian sales and booking personnel, meeting in the King Edward Hotel, Toronto with home office executives from New York, discussed the releases for the next year and returned to their branches full of enthusiasm. The annual sales session was chaired by Gordon Lightstone, general manager of Paramount Film Service Limited, the Canadian division.

The Canadians heard from Jerry Pickman, vice-president in charge of advertising, promotion and publicity; Charles Boasberg, sales co-ordinator for world-wide distribution of The Ten Commandments; and Oscar Morgan, general man-

(Continued on Page 3)

In 'Kiss Them For Me'

Cary Grant, Jayne Mansfield and Suzy Parker will star in Jerry Wald's 20th-Fox production, Kiss Them for Me.

Wm. F. Rodgers, 68, Passes In Florida

William F. Rodgers, who retired as general sales manager of MGM about three years ago, passed away at his home in Hollywood, Florida last week at the age of 68. Soon after he left MGM he became consultant to Allied Artists and others.

His film trade career began with Samuel Goldwyn. While with MGM he handled Gone With the Wind and originated the MGM industry slogan, The Friendly Company.

Surviving are his widow, Mrs. Edna Farrell Rodgers, two sons, a daughter and a grandson.

TO PRESENT AWARDS AT GENERAL AMPPLC MEETING ON JUNE 15

The Canadian Film Awards for 1956 will be made at the luncheon that will divide the two sessions of the general meeting of the Association of Motion Picture Producers and Laboratories of Canada in the King Edward Hotel, Toronto on Saturday, June 15, it was announced by the CFA Management Committee and Arthur Chetwynd, AMPPLC president. A special guest, as yet unnamed, will make the presentation. The committee suspended competition for films, with the exception of the amateur category, and for this year awards will be made for distinguished contributions to film making in Canada.

Canadian Film Weekly
Incorporating the
Canadian Moving Picture Digest
(Founded 1915)
Vol. 22, No. 24 June 12, 1957
HYE BOSSIN, Editor
Assistant Editor - - - - - Ben Halter
Office Manager - - - - - Esther Silver
CANADIAN FILM WEEKLY
175 Bloor St. East, Toronto 5, Canada
Authorized as Second Class Mail,
Post Office Department, Ottawa
Published by
Film Publications of Canada, Limited
175 Bloor St. East, Toronto 5, Ontario,
Canada — Phone WAlnut 4-3707
Price $5.00 per year.

CENSOR TV PIX

(Continued from Page 1)

for television and films being exported as well as imported. The report was the last one by J. O. Alexander, chief censor for more than 14 years, who was succeeded in January of this year by C. J. Campbell. There are two men and two women on the Board.

In Canada film censorship is a provincial right, although the Customs Department can exercise a form of it by banning imports, in the same way it does to many books. It hasn't yet. Films for television aren't censored in Canada because the Canadian Broadcasting Corporation, which controls TV for the Government, is outside provincial jurisdiction. Canada has nine censorship boards in its ten provinces and many consider it somewhat ridiculous that they should be functioning in relation to theatres when they have no influence on in-the-home exhibition. Both Quebec and British Columbia have asserted authority over films for TV but neither province has tried to apply it.

Australia decided to censor films imported for TV in April, 1956 and increased its Board from three to five members. Eighteen TV films were rejected and 187 subjected to eliminations before being passed, the reason being excessive violence in every case.

As for censorship of exports: "Films exported are subject to censorship to ensure that nothing detrimental to the Commonwealth's interests is allowed to be shown overseas. In the main, the films exported are newsreels, documentary films produced by Government instrumentalities and privately-taken films of a scenic or domestic character."

Thirteen films were produced for the exclusive viewing of children and, although they are shown in theatres, the Commonwealth admits them without duty to encourage further production.

Australia also censors 8 mm. films.

U-I's 'The Female Animal'

Hedy Lamarr, Jane Powell and George Nader will star in Universal-International's The Female Animal.

REAY SUCCEEDS ROUSE AT TCL

Assistant general manager of Theatre Confections Limited as successor to Andrew Rouse is Norman C. Reay, who was manager of the Montreal branch. Albert R. Pellegrini, TCL drive-in superintendent in Western Canada and assistant to L. W. Gibb in the St. Boniface office, has been moved to Montreal. Announcement of the promotions was made in Toronto by J. J. Fitzgibbons, Jr., general manager of Theatre Confections Limited.

Reay, born in Toronto in 1928 and a graduate of Malvern Collegiate, joined Famous Players as an usher in the Beach, Toronto in 1943 and two years later became head usher. In 1946 he was moved into the head office accounting department and to TCL's accounting department in 1948. The next year he was named Western Ontario supervisor and in 1950 stepped into the Montreal post. In Montreal he took an extension course at McGill University.

Pellegrini was born in Saskatchewan in 1930 and graduated from Technical Collegiate, Saskatoon. He began with TCL as concessions manager of the Sutherland Park Drive-in, Saskatoon in 1950. In 1952 he was transferred to Winnipeg as assistant branch manager and was later promoted to the position he held at the time of his new appointment. No successor has been named to the last-named post.

NFB DISTRIBUTION CHANGES

Staff changes involving three senior members of the National Film Board's distribution branch were announced last week by Guy Roberge, government film commissioner, in Montreal.

Robert Monteith, for the past four years an administrative officer with the Board, goes to Chicago to head the NFB office there.

W. Dean Smith, previously head of the Chicago office, has returned to Canada to a new position as television representative in the NFB's commercial division.

Jean-Jacques Chagnon, presently assistant chief of the commercial division, will succeed Monteith as distribution branch administrative officer.

Smith has already assumed his new duties; the other two appointments are effective July 1.

ETHNOGRAPHIC FILM COMMITTEE

A Canadian Section of the International Committee on Ethnographic Films has been incorporated as the Ethnographic Films Committee and the chairman is Marcel Rioux of the Museum of Human History. The directors are Dr. Jacques Rousseau, Michael D. Spencer, Roger Blais, F. R. Crawley, Mrs. June MacNeish, Eugene Bussiere, Marcel Ouimet, John Porter and Jean Palardy.

The objects of the Committee are "to foster the sciences of ethnology and anthropology and the art of film-making through close co-operation between ethnologists and anthropologists on one hand and film producers on the other."

The Committee is now engaged in compiling a catalogue of all ethnographic films so far made in Canada. Its scope will, in the first instance, be limited to films dealing with Eskimos, Indians and other ethnic groups.

The secretary of the Committee, Mrs. Dorothy Macpherson, can be reached at the National Film Board, 150 Kent Street, Ottawa.

The International Committee on Ethnographic Films was created by the Congress on Ethnography and Ethnology held in Vienna in September, 1952 under the auspices of Unesco.

PIONEER GOLF TOURNEY AUGUST 22

August 22 has been set as the date for the sixth annual Canadian Picture Pioneer Golf Tournament by the committee headed by Dan Krendel. The St. Andrews Golf and Country Club will again be the scene of the competition, as well as the dinner and presentations which will follow. Price is the same as in previous years — $5 per person.

The tournament has been a complete sellout for the last several years, with many being turned away. Already orders are coming in for tickets and they will be supplied on a first-come-first-served basis, Krendel states, and advises those wishing to attend to get their orders in early.

Working with Krendel on the committee are Al Perly, Joe Bermack, Archie Laurie, Cecil Black, Chet Friedman, Ferg Martin, Andy Rouse, Harry Sullivan and John Flanagan.

'Both Ends Of The Candle'

Both Ends of the Candle has been set as the final title of Warners' The Helen Morgan Story, starring Ann Blyth, Paul Newman and Richard Carlson.

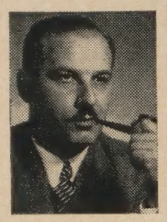
20th-Fox' 'The Enemy Below'

Robert Mitchum and Curd Jurgens, German film star, will co-star in 20th Century-Fox' The Enemy Below, to be produced by Dick Powell.

OUR BUSINESS by N.A. Taylor

Are We In Or Out?

ITEM: The Motion Picture Association of America (producers and distributors) has approved the expenditure of several hundreds of thousands of dollars to help bolster the boxoffice. Part of this money will be used for an Academy Awards Sweepstake next year and part will be used for a continuing public relations program. Some will be used for experimentation on ways to increase motion picture attendance. A large percentage of this sum is entirely MPAA money and exhibitor associations are expected to participate in this program and to endeavor to raise further sums of money to augment and enlarge it.



COMMENT: This is a policy which has been advocated in this column for the Canadian motion picture business for several years. Other industries have considered it important for their general prosperity to keep the public well acquainted with the product they have to sell, in most cases at least partially essential. Since we cannot today assume that motion picture theatre attendance is essential, it follows that our business requires a much more concentrated amount of general selling to the public. It would appear that we are now being out-advertised, out-publicized and even out-glamorized by the TV industry which is competing for the public's leisure time and giving away, in a modified form, what we are trying to sell. While this program is long overdue it is certainly a welcome assistance in our fight for greater theatre attendance.

QUERY: The Canadian film field has always been considered part of the American domestic market for motion picture rentals, usually somewhere between six and eight per cent of the overall, depending on the company. For this reason, if for no other, it is proportionately important that something be done to help rejuvenate attendance in our country. There is no mention of such intention in the story which was released. We cannot expect that the benefit of what will be done in the United States will overflow

(Continued on Page 7)

PARAMOUNTEERS FROM ACROSS CANADA MEET WITH NEW YORK HOME OFFICE EXECUTIVES

Personnel from every Paramount branch and the Toronto head office met with New York executives recently at the King Edward Hotel in Toronto to discuss the company's product lineup for the coming year. Attending the conference, from the left in the front row, were Mickey Stevenson, Toronto branch manager; Jerry Pickman, v-p in charge of advertising, promotion and publicity, NY; Oscar Morgan, gm in charge of reissues, NY; Gordon Lightstone, Canadian gm; Charles Boasberg, world sales co-ordinator for The Ten Commandments, NY; Bob Lightstone, Vancouver manager; Jim Rea, Calgary salesman; and Win Barron, Canadian director of public relations and advertising.

In the back row, from the left—Ron Emilio, Toronto booker; Norm Simpson, Saint John manager; Syl Gunn, Winnipeg manager; Harry Levine, Winnipeg booker; Alf Glass, Winnipeg salesman; Romeo Goudreau, Montreal manager; Eloi Cormier, Montreal salesman; Bill Young, Montreal booker; Bill Kelly, Calgary manager; Larry Gibson, Calgary booker; and Ted Dowbiggin, Toronto salesman.

115th GRADUATE

(Continued from Page 1)

student to graduate since the vocational guidance school and residence opened in 1949, Draper recalled how, after being stricken with polio and the consequent interruption of his education, he had been told about the Village by the district nurse. He came to take a look and was filled with optimism and hope. He returned as a student and "it gave me a new outlook on life. Every student and graduate is truly grateful for the great opportunity." Draper graduated with a certificate as an electrical appliance repairman.

Chairman of the graduation ceremonies was Chief Barker N. A. Taylor of the Variety Club, who called on J. Arthur Robertson, principal and headmaster, to present the certificates. Robertson introduced and thanked the staff members and others who helped the boys in the evenings, as well as the Variety Women's Committee for its gifts of blazers, birthday presents and other acts of thoughtfulness.

The other boys certificated were Dale Spallin, general shop, Ottawa; Jack Cosley, watchmaker, Sarnia; James Brimer, electric welder, Hamilton; Raymond Harry, junior clerk, Welland; Archie Parise, watchmaker, Crystal Beach; Robert Marriott, clerk-bookkeeper, West Hill; Harley Parsons, clerk-bookkeeper, Metcalf; Harvey Farrow, clerk-bookkeeper, Toronto; Hector Bigras, heating draftsman, Ottawa; Raymond Ayotte, clerk-bookkeeper, River Valley; and Tom Goodfellow, clerk-bookkeeper, Brockville.

The platform guests who spoke were Richard Sutton, MPP, representative of Premier Frost; A. M. Campbell, Reeve of Scarborough; Mr. Moon, assistant superintendant of Secondary Education in Ontario; Morris Stein, Variety Village Council; and the Reverend Ray McCleary and Father George Cherrier, two of the three Variety chaplains.

Jerry Lewis In 'Baby Doctor'

Jerry Lewis will next star in Baby Doctor, which Paramount will distribute.

Paramount Borrows Star

Paramount has borrowed Kim Novak from Columbia to star in From Among the Dead.

REGULAR THEATRE SERVICE

Regular theatre service is more than ever essential to protect your large investment in screen, sound and projection equipment. And DSEL is the logical choice for Canadian exhibitors—branches in every large centre with large stocks of replacements for regular and fast emergency service. Avail yourself of this quality service from Canada's oldest and largest theatre service organization.

For complete details talk it over with your local DSEL representative.

DOMINION SOUND Equipments Limited

DS-57-9

HEAD OFFICE: 4040 St. Catherine Street West, Montreal
BRANCHES AT: St. John's, Nfld., Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

PARA MEETING

(Continued from Page 1)

ager of reissues. Those on hand from the Canadian home office were Win Barron, public relations; Bill O'Neill, secretary-treasurer; and Ernie Heath, auditor.

Montreal provided the largest number of any branch: Romeo Goudreau, manager; Eloi Cormier and Tom Dowbiggin, salesmen; and Bill Young, booker. From Winnipeg came Syl Gunn, Alf Glass and Harry Levine — respectively manager, salesman and booker. Using the same order of occupation, the Calgary men were Bill Kelly, Jim Rea and Larry Gibson and those from Toronto Mickey Stevenson, Ted Dowbiggin and Ron Emilio. Bob Lightstone came from Vancouver and Norm Simpson from Saint John, both being branch managers.

The full list of Paramount product, made up of 31 features in various stages of production and release, was published here two editions ago.

In announcing the product for the coming year Lightstone laid special emphasis on the stature of the films to be released. The three roadshow attractions offered by Paramount for the coming year include The Joker Is Wild, produced by Samuel J. Briskin, directed by Charles Vidor, based on the life of Joe E. Lewis and starring Frank Sinatra, Mitzi Gaynor, Jeanne Crain and Eddie Albert; Desire Under the Elms, produced by Don Hartman from a play by Eugene O'Neill, starring Sophia Loren, Anthony Perkins and Burl Ives; and Houseboat, an enticing comedy starring Cary Grant and Sophia Loren, produced by Jack Rose and directed by Melville Shavelson, who also collaborated on the screenplay.

Also announced was a special release of For Whom the Bell Tolls, starring Ingrid Bergman and Gary Cooper. The program includes ten triple A features and six action features for which the titles will be made public later.

News Clips

CBC correspondent in London is now Donald Gordon of Toronto, 27, former Canadian Press and Financial Post writer, it was announced by Charles Jennings, Controller of Broadcasting. He fills the post made vacant last Fall by the death of Mathew Halton . . . Last year Japan produced 514 feature-length motion pictures compared to 423 the year before, with 32 of them in color . . . Associated Artists, PRM, Inc. production subsidiary, will star Susan Hayward in Between the Thunder and the Sun . . . NS Film Bureau entry, Road to Keltic, took a first in a recent Creston, BC festival.

Last week representatives of 450 of the IATSE's 1,378 CBC radio and TV employees asked the Canada Labor Relations Board to decertify that body as their bargaining agent with the federal agency. The IA was certified August 6, 1953. At the hearing in Ottawa the counsel of the applicants asked that a new vote be ordered. No reason for the application was given . . . John Salmon has been placed in charge of creative sales and production for the eastern division of Phillips-Gutkin and Associates Limited, Winnipeg and Toronto.

Hugh Usher, business manager of the Hamilton projectionists' union, writes Movie Views for the Hamilton Labor Digest, which circulates 35,000 monthly . . . Two Canadians now in Hollywood with Parthenon Pictures contributed to that company's winning of two Golden Reel awards at the American Film Assembly's annual competition. Bob Martin photographed The Next Ten and some sequences for Outside That Envelope, while Jack McDougall directed the latter film as well as some sequences of the former.

BC Pioneers' Golf

Date of the golf tournament of the BC branch of the Canadian Picture Pioneers, the first of its kind, is Thursday, August 29. It will take place at Peace Portal, near the USA border, which is about 35 miles from downtown Vancouver, and attendance from both countries is expected.

THEATRE BUSINESS

FULLY EQUIPPED THEATRE FOR LEASE to experienced persons capable of handling entire operation of modern picture theatre ready to open in progressive Western Ontario town of 1,700, also serving farming community of 5,000 persons. Low rental and attractive setup for enterprising couple. Limited capital required. Please write enclosing particulars and phone number to —

ADVERTISER
Box 366, Chesley, Ontario

THE JACK LABOW farewell dinner turned into a kind of oratorical come-all-ye. Haskell Masters usurped emcee Doug Rosen's function for a while — probably not the first time they tussled over the same playing time. Herb Allen made two speeches, explaining before the second that the flop of the anecdote he told during the first one unnerved him to the point where he had forgotten to wish the guest of honor his best.

Louie Rosenfeld made the speech of thanks he should have made two years ago at the annual award dinner of the Canadian Picture Pioneers, when he was honored. It was a kind of a flashback, at that. On that occasion Haskell Masters, about to present him with an award, was knocked off his verbal stride when he noticed Louie headed out towards the gentlemen's retreat. So here was Haskell introducing Louie again and here was Louie harking back: "When I was honored the other night and given the plaque I meant to say that I would treasure it all my life." Then he went back to his seat.

The dinner then returned to the present and the business of honoring Labow. It was the guest of honor who provided much of the entertainment by giving his experiences with and his impressions of some of the gentlemen present.

His first call as a Toronto branch manager was on Gurston Allen, who deadpanned him with: "Don't you know that Premier is the graveyard of branch managers?" At Twinex details would be ironed out and things moving well toward a deal with Raoul Auerbach when the latter would be called to the phone. After the conversation he would return to the discussion with a disarming question, offered with a straight face: "Where were we?" Barney Fox of Twinex had the more direct reaction to offers: "Are you nuts? It stinks!"

At B & F there was the whole executive roster to joust with: Sam Fine, Sam Bloom, Billy Summerville, Jr. and Jack Fine. Nat Taylor of Twinex had one distinguishing characteristic: his word. Of Famous Players' Ben Geldsaler: "He has more techniques of negotiation than anyone I've ever seen. I was sure I had a good deal when I left his office. Thinking about it in the elevator I wasn't so sure. On the street I was sure I didn't have one. But it usually worked out OK."

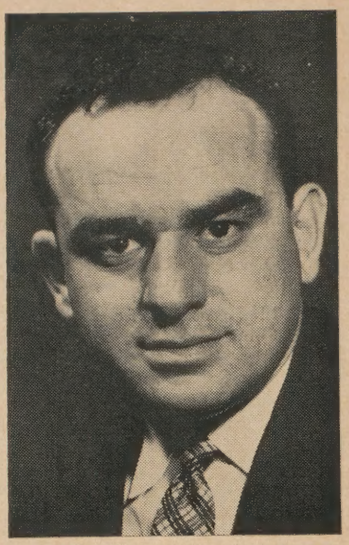
Of Famous Players' Bolstad: "I've never been able to make a deal with him into which any degree of emotion entered." Doug Rosen was "the first one to teach me the therapeutic value of a 5 o'clock scotch." Of Odeon's Chris Salmon: "I've never been able to rile him sufficiently into making even one impulsive remark."

Labow remembered his first call as a film salesman out of Winnipeg. It was on an exhibitor with a 40-seat theatre in a small Manitoba town. The exhibitor was the town barber and Jack had to wait around until he got through with a customer. Then sold him a film for $13, compared to the $11 he was used to paying. This won Jack congratulations from his boss and the observation that he would go far in the film business.

"He was right," commented Jack. "I am going far—to Australia."

IN 1955 the NFB had a short in the *Perspective* series called *Monkey On the Back* and now UA has a feature, *Monkey On My Back*. Both are about narcotics . . . *John Grierson*, who left Montreal to return to Britain, will be back in January, this time with Mrs. Grierson. He has more lectures at the University of British Columbia . . . *Will the* films on Canadian toll TV — when it comes — be subject to provincial censorship? Toll TV, being private broadcasting, is outside CBC jurisdiction, so it doesn't transcend provincial authority as activity of a Federal Government unit. On the other hand, I haven't noticed that the Quebec Board of Cinema Censors takes a position with regard to TV films exhibited by Rediffusion, a pay-see Montreal service . . . *Australian* word for screening room: "theatrette" . . . *Royal Conservatory* Opera

(Continued on Page 7)



MEL CHERRY
Now manager of Warner Bros. 16 Mm. division in Canada, following the resignation of Ray Harnett.

13 AA FEATURES

(Continued from Page 1)

from which great things are expected are Hunchback of Notre Dame, produced by Robert and Raymond Hakim and starring Gina Lollobrigida and Anthony Quinn, and Let's Be Happy, a Marcel Hellman production top-casting Tony Martin and Vera-Ellen. The former will go into release in Canada in September and the latter in July, according to Jack Bernstein, general sales manager of Allied Artists Pictures of Canada Limited, who said that all three films will play the top houses from coast to coast.

In the remaining eight are Dino, produced by Bernice Block and with Sal Mineo, Brian Keith and Susan Kohner heading the cast; The Badge of Marshall Brennan, starring Jim Davis and Arleen Whelan; Spook Chasers, a Huntz Hall starrer; The Persuader, with William Tallman, James Craig, Kristine Miller, Darryl Hickman and Georgia Lee; Destination 60,000, starring Preston Foster, Jeff Donnell, Coleen Gray and Pat Conway;

The Disembodied, with Paul Burke and Allison Hayes; Daughter of Dr. Jekyll, starring John Agar, Gloria Talbot and Arthur Shields; No Place to Die, with Sterling Hayden, Pamela Duncan and Ted de Corsia; Aqua Dive Girl, with Mara Corday and Pat Conway; and Death in Small Doses, starring Peter Graves and Mala Powers.

Now being filmed are Walk Tall, Joel McCrea—Virginia Mayo starrer, and From Hell it Came, with Tina Carver and Tod Andrews.

Whitney's 'Frontier Frenzy'

C. V. Whitney Pictures has set Frontier Frenzy as the third film in its American Series, to follow The Missouri Traveler, now in production.

LABOW DINNER

(Continued from Page 1)

ger of International Film Distributors, guiding things as toastmaster, it turned out to be an occasion full of humor and sentiment. At the head table, along with Mark Plottel, N. A. Taylor, R. W. Bolstad, C. R. B. Salmon and Herbert Allen, were two guests who had come from New York to be present — Herbert Greenblatt, general sales manager of RKO, and Sydney Kramer, head of its foreign division.

Labow, soon to be on his way to Australia as a special RKO foreign representative, was presented with two sets of matched luggage — one for himself and the other for Mrs. Labow — by Jack Bernstein, general sales manager of Allied Artists, for those present and some who couldn't be there but made their good wishes known by wire.

The guest of honor did much to make it an interesting evening by his thank-you address, during which he reminisced about the people with whom he had dealt during his experience as a film salesman, all of which was with RKO. "It's not only difficult but almost impossible to say how deeply I'm honored," he said. His concluding remark: "I thank you for being my friends."

Everyone at the head table spoke, as did Hye Bossin, editor of this publication; Haskell Masters, general manager of Warner Brothers; Louis Rosenfeld, general manager of Columbia Pictures; A. W. Perry, general manager of Empire-Universal Films; and Charles S. Chaplin, United Artists general manager, who also expressed the good wishes of the Motion Picture Industry Council of Canada, of which he is vice-president. Plottel spoke as president of the Canadian Motion Picture Distributors Association, Taylor as Chief Barker of the Variety Club, Bolstad as vice-president of Famous Players, Salmon as vice-president of Odeon Theatres, Allen as vice-president of Premier Operating Corporation, Greenblatt for the RKO home office in New York and Kramer as the immediate superior of the guest of honor.

"Canada is loaded with the finest kind of manpower and it can give a great account of itself regardless of the business — motion pictures, steel or any other," Greenblatt said. He addressed Labow: "This promotion is very, very important to us." Kramer said: "I don't think we could have made a better choice. I don't have to wish Jack luck. He has too much ability to need luck. I wish him Godspeed."

MGM's 'Seven Hills Of Rome'

Marisa Allasio, 19-year-old Italian actress, has been signed by MGM to star opposite Mario Lanza in Seven Hills of Rome, to be filmed in Italy.

Plenty of Laughter at the Dinner for Andy Rouse

Several hundred guests enjoyed themselves thoroughly at the dinner in the Club One Two, Toronto, in honor of Andy Rouse, who left his post as assistant general manager of Theatre Confections Limited to become president and general manager of General Theatre Supply Company Limited. The top photo, by Alex Gray, shows Andy contributing to the fun.

The gift of those present was a cashmere jacket from the Johnny Shapiro store and Johnny is shown giving Andy his tryon in front of everyone. Close by is J. J. Fitzgibbons, Jr., general manager of TCL, who was the toastmaster.

ON THE SQUARE

(Continued from Page 4)

Festival made sure it had that incomparably comic Frosh, Sammy Sales, for its *Die Fledermaus* by grabbing him now. Date: November 4-9 at the Royal Alexandra . . . *Everybody* just loved that touring HO film official at a press luncheon for one of his company's stars visiting Toronto. Referring to a small but good picture the star had made, he commented, with an air of superior knowledge and great revelation: "It's what we call a sleeper down in the States."

THE YORK, a smaller house than the University, is doing capacity since the moveover of *The Ten Commandments* and summer-price adjustments etc. will keep it running right on. Meanwhile the University is doing great business with *For Whom the Bell Tolls*, the reception of which has Paramount combing through its reissues. Don't bet that *Oklahoma!* will be out of the Tivoli until the Exhibition is over in mid-September — if then. The proximity of the Club One Two and the Town Tavern, both excellent dining places, has caused persons from Ontario towns to make a holiday of it by planning to eat in a nice place and see *Oklahoma!* afterwards, then motor back on our fine highways.

DISREGARD the rumors that *Tugboat Annie* is being dropped . . . *There's* some big motion picture news coming up soon that has to do with production around here . . . *I hear* Ed Nassour, the Hollywood Indie, is checking Canadian facilities . . . *Apparently* some Hollywood people picked up the film rights to Thomas Raddall's *The Nymph and the Lamp* and intend going ahead. Julian Biggs and Ron Weyman, Canadian film makers, had the option for a long time . . . *Reprinting* of *Stars of David*, by yours truly, has been ordered. That flatterer, Gordon Sinclair of CFRB, likening the situation to *Marty* in the film industry, called it "A sleeper in the writing field" . . . *Bert Wilkes* is Toronto rep for the Niagara Melody Fair at Wurlitzer Park, North Tonawanda.

OUR BUSINESS

(Continued from Page 2)

into our country. We need an allocation here too and it should be at least in proportion to film rentals which are being taken out. Perhaps we are being anticipatory or perhaps, based on past experience, we are apprehensive. Nevertheless, we shall look forward with hope to forthcoming events.

HONOR ROUSE

(Continued from Page 1)

thanking those present at the dinner Rouse said: "It was the cooperation shown by each of you that made my job easier." He congratulated Norman Reay of Montreal, named to fill his place at TCL.

Fitzgibbons announced that any money over would go to Variety Village.

Among those who spoke were N. A. Taylor, Twentieth Century Theatres; Tom Moran, Odeon Theatres; Ross Patterson, Patterson Chocolates; Fred Thompson, Thompson Sales; and Ken Wells, Theatre Confections Limited.

WB's 'The Left Handed Gun'

Lita Milan will star opposite Paul Newman in WB's The Left Handed Gun.

AA's 'New Day At Sundown'

George Montgomery will star in Allied Artists' Scott R. Dunlap production, New Day at Sundown, to be filmed in CinemaScope.

NFB
THE NEW
CANADA CARRIES ON
RELEASE
presents
MONTREAL
Twenty-minute colour portrait of Canada's largest city . . . charming . . . exciting . . . dignified. Things to do . . . to see . . . to remember . . . the whole year round.
BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES
EVERY MONTH THROUGH
COLUMBIA PICTURES

THEY GO FOR A TOP-QUALITY SHOW...

"COKE" IS A REGISTERED TRADE MARK COCA-COLA LTD.

THEY EXPECT TOP-QUALITY REFRESHMENT!

Movie-goers today are quality-minded folk. They flock to a top-quality picture . . . with the same good taste, they know and prefer Coca-Cola as top quality among beverages. More of them pause *more often* for the good taste of Coca-Cola. And every pause means extra profit for you!

Serve Coca-Cola TRADE MARK REG.

SIGN OF GOOD TASTE

4 STAR FEATURE ★ QUALITY ★ PREFERENCE ★ PROFIT ★ SERVICE